

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

aSI
U55
Rise

Inside Information

United States Department
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 7, NUMBER 13

May 6, 1985

INSIDE THIS "INSIDE"

USDA team studying OMB draft circular on information management.....	1
Information team getting agriculture yearbook off to a fast start.....	2
Research team needs an information manager in India.....	2
Kansas State University could use a specialist in video production.....	2
Attractions of Alaska beckon ACE to national conference.....	3
Dietary Guidelines report submitted.....	3
Public service announcement promotes the use of herbs.....	3
Turkey Federation could use some footage on raising turkeys.....	3
Poster contests involved thousands, young and old.....	4
USDA is looking for a couple of photojournalists.....	4

TEAM STUDIES DRAFT OMB CIRCULAR

A team of USDA information officers under Stan Prochaska, chief of the Special Programs Division of USDA's Office of Information, is studying a draft Office of Management and Budget circular concerning the management of Federal information resources.

The draft circular was published March 15 in the Federal Register.

When an inquiry was made at a recent Public Affairs Council meeting in USDA about whether the Department planned a common response to the draft circular, the team was formed to study the circular and consider an appropriate response.

Stating it had been working on this circular since September, 1983, OMB clarified that its basic intention is to establish basic policies on the management of information, while actual procedures would be dealt with in appendices.

In line with this objective, OMB stated, among other things, that the mere fact that an agency has created or collected information is not itself a valid reason for creating a program to disseminate that information to the public.

Such dissemination, it states, might not serve a public purpose or be cost-justified.

Also, the circular would have agencies ask themselves whether some information, even if statutory and mission-related, might not be offered by another organization, public or private, and if so, "then the agency should not disseminate the information product or service."

"Where possible," the draft circular stated, "agencies should disseminate information products and services through existing programs, such as statutory authorized technical information clearing houses and the Federal Depository Libraries, rather than creating new programs."

Then it noted that government publications must be made available through the Federal Depository Libraries.

OMB asked that public comments be submitted no later than May 14.

YEARBOOK PREPARATIONS ROLLING

Fourteen days after they first met to plan this year's Yearbook of Agriculture, a team of USDA agency information directors and specialists came up with a complete outline for the book and a title, which have both been approved.

The first all-information team in recent memory to be in charge of planning and getting out the yearbook, the Department's International Information Coordinating Team first met April 8.

Not only has the book been outlined in detail, authors have been selected and probably all been contacted by now.

In past years, program specialists have planned the yearbook. This year, largely because the decision to print the yearbook came later than usual, the newly-created coordinating team was assigned.

The response was quick.

The book's title will be "U.S. Agriculture In A Global Economy."

"It will be a major examination of what has happened to agriculture in a changing world and how that has affected international trade patterns--with special emphasis on the United States," explained team leader Larry Marton of the Special Programs Division of USDA's Office of Information.

The deadline for authors' manuscripts is July 15. The deadline for publication is mid-December.

Bernie Yee, of the Food Safety and Inspection Service, has been named photography editor and is using the book's outline as an early guide to photo selection.

Members of the International I-Team are:

Larry Marton, Office of Information; Ben Blankenship, Economics Management Staff; Wally Lindell, Foreign Agricultural Service; Sally Michael, World Agricultural Outlook Board; Ovid Bay, Extension Service; Ray Waggoner, Agricultural Stabilization and Conservation Service; Neil Gallagher, Office of International Cooperation and Development; Ron Murphy, Office of Public Liaison, and Jack Hayes, yearbook editor, of the Publishing Division of USDA's OI.

WANT A JOB IN INDIA?

The International Crops Research Institute for the Semi-Arid Tropics needs a head of information services to supervise a staff of 34 at Patancheru, India.

The position opens in early 1986, but by August 31 of this year applicants should send a resume, including current salary and the names of three references to: Director General, ICRISAT, Patancheru, P.O., A.P. 502 324 India.

VIDEO SPECIALIST NEEDED IN KANSAS

Kansas State University needs an Extension specialist in video production. A master's degree is required.

By May 24 contact: Jack Burke, Extension Radio-Television-Film, Kansas State University, Manhattan, Kansas 66506. His telephone number is (913) 532-5851, his ITT Dialcom address, AGS901.

ALASKA BECKONS ACE TO CONFERENCE

The king salmon and red salmon will still be running in many parts of Alaska during the national conference of Agricultural Communicators in Education in Fairbanks June 22-28.

In addition, conference attendees can expect 22 hours of sunshine every day at the conference site, the campus of the University of Alaska. Temperatures are expected in the Sixties and Seventies (above zero).

The week's session will include three seminars in addition to several workshops, an awards banquet, and several presentations.

Seminar topics are: the Pacific Rim nations, cross-cultural communications, and telecommunications.

The registration fee is \$134 for professionals, \$50 for spouses, and \$100 for children.

DIETARY GUIDELINES REPORT SUBMITTED

The Dietary Guidelines task force appointed to review the scientific accuracy of the 1980 joint publication of USDA and the Department of Health and Human Services, "Nutrition and Your Health: Dietary Guidelines for Americans," has reported its recommendations.

The report is being studied in both departments and revision of the publication is underway. A million copies are to be printed.

The task force of scientists specializing in human nutrition recommended minor changes.

For instance, it suggested some different and clarifying language in a section on saturated fat and cholesterol, added comments on nutrition for women who are breast feeding, and added a warning "don't drive" to an existing recommendation that alcohol be consumed in moderation.

Lillie Vincent, public affairs specialist in the Special Programs Division of USDA's Office of Information, is inviting the private sector to participate in printing and distribution, as it did in 1980.

SODIUM PSA PROMOTES USE OF HERBS

The public affairs team of USDA's Food Safety and Inspection Service has added a new television public service announcement to its sodium information campaign.

Promoting the use of herbs in food, the "Fair Shake" psa is being offered to 971 television stations in 60-second and 30-second formats.

Offered in the psa are the popular publication, "Sodium, Think About It," and the Food and Drug Administration fact sheet "Do Yourself a Flavor."

In another initiative, FSIS and FDA are now targeting their information at health maintenance organizations around the country.

GOT ANY TURKEY FOOTAGE?

If anyone out there has any motion picture footage on turkey raising, please contact Donna Costello at the National Turkey Federation, 11319 Sunset Hills Road, Reston, VA 22090, or phone her at (703) 435-7206.

POSTER CONTEST INVOLVES THOUSANDS

Two distinctive poster contests involving USDA agencies are winding down now for 1985 after involving hundreds of thousands of enthusiasts. And work has begun on next year's contests.

The Food Safety and Inspection Service, a relative newcomer in such contests (this is their fifth year), drew 140,000 contestants from students in grades 1-6 from coast to coast.

The other contest, supported by the Forest Service, involved a broader band of participants and attracted an estimated half million.

Winners of the FSIS contest, whose theme this year was "Food Safety for Celebrations & Holidays," were announced May 7, roughly seven months after the rules and a teaching kit were mailed to 60,000 elementary schools.

Winners in the environmental poster contest involving FS were announced the week of April 29 at the national convention of the National Council of State Garden Clubs, which has sponsored the contest for a quarter of a century, with help from FS and State foresters.

More than a million youngsters have been involved in the food safety poster contest during its 5-year-history, according to Judy Liggett, public affairs specialist in the public awareness branch of the Information and Legislative Affairs Office of FSIS. Liggett is in charge of the contest this year.

FSIS develops the concepts and basic facts for the educational backbone of the contest, Liggett explained. Then a private contractor creates a teacher's guide with activity masters and handles their distribution.

The contractor also provides art teachers as judges who cut the entries to 150, which are sent to Washington for two more screenings, one by FSIS staffers, the other by judges from both industry and public sector.

Top winners of the FSIS contest, their parents and their teachers win a trip to Washington this summer. Prizes are provided by food industry associations.

Next year's theme will be "Food Safety Adds Up To Good Health--You Can Count On It," and centers on math skills.

The theme and just about every other aspect of the environmental poster contest is controlled by State garden clubs, with the forms of the contest and the spread of involvement varying widely.

These contests often involve a broad spectrum of a community from kindergartners to senior citizens, with judging based on comparable skills, explains Virginia Benson, a public affairs officer in community liaison in FS's Office of Information. Benson has been coordinating that contest for 12 years.

OI SEEKS PHOTOJOURNALISTS

USDA's Office of Information is looking for two photojournalists to work in Washington, D.C. at the level of GS-11/12 and GS-9/11. Applicants must have status in the Federal Government or reemployment authority.

Deadline for application is May 15. Contact: Pamela Keene at (202) 447-5833, or in Room 25W, Personnel Operations, Office of Personnel, USDA, Washington, D.C. 20250.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, state departments of agriculture and land grant universities. Any items, comments and inquiries should be addressed to either John Crowley or Nancy Bevis, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250 or to AGR009 mailbox on the Dialcom system, or call (202) 447-7454.

